

**Please cancel Claims 1-16 and add Claims 17-23 as follows:**

Claim 1 – 16 (Cancelled)

17. (New) A liquid crystal display device comprising a reflector having a plurality of light reflective concave portions on a surface of a base material, each said concave portion having a curved surface with a maximum inclination angle at one side portion thereof so that the one side portion has a larger reflectance magnitude than an opposing side portion, and a light reflectance peak at a predetermined angle in accordance with a location of the maximum inclination angle, and that opposes a viewpoint of an observer.

18. (New) The liquid crystal display device of claim 17, wherein the base material is reflective, thereby forming a reflective liquid crystal display device.

19. (New) The liquid crystal display device of claim 17, wherein the base material is semitransparent and semi-reflective, thereby forming a semitransparent and semi-reflective liquid crystal display device.

20. (New) The liquid crystal display device of claim 19, wherein the base material comprises a half mirror.

21. (New) The liquid crystal display device of claim 17, further comprising a pair of substrates, a liquid crystal layer disposed between the substrates, the reflector disposed on one of the substrates, a transparent intervening layer disposed on the reflector, a color filter layer disposed on the transparent intervening layer, a transparent planarization layer disposed on the color filter layer, a transparent electrode disposed on the transparent planarization layer, and an alignment layer disposed between the transparent electrode and the liquid crystal layer.

22. (New) The liquid crystal display device of claim 17, further comprising a pair of substrates, a liquid crystal layer disposed between the substrates, the reflector disposed on one of the substrates, a transparent intervening layer disposed on the reflector, a color filter layer disposed on the transparent intervening layer, a transparent planarization layer disposed on the color filter layer, and an alignment

layer disposed between the transparent planarization layer and the liquid crystal layer, the reflector serving as a transparent electrode.

23. (New) The liquid crystal display device of claim 17, wherein the reflector serves as a transparent electrode.